

CLAIMS

The invention claimed is:

1. A method for implementing a telecommunications initiated data fulfillment system comprising the steps of:

receiving a communication comprising an input sequence including a multi-function key sequence from a telecommunications device;

recognizing the multi-function key sequence as a trigger code;

identifying an identification code associated with the telecommunication device;

looking up a pre-defined data address associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;

assembling a data message associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;

transmitting the data message to the data address; and

implementing a response action in response to the data message.

2. The method of claim 1, further comprising the steps of:

using the identification code to identify an account associated with the telecommunications device; and

charging a cost associated with the data message to the account associated with the telecommunications device.

3. The method of claim 2, further comprising the step of activating a vending device in response to the data message.

4. The method of claim 3, wherein the step of activating the vending device further comprises the steps of:

identifying a product code from a predefined set of digits in the input sequence; and

activating the vending device to deliver a product associated with the product code in response to the data message.

5. The method of claim 3, further comprising the steps of:

looking up a pre-defined personal identification number associated with the telecommunications device;

identifying a PIN-sequence from a predefined set of digits in the input sequence; and

comparing the personal identification number to the PIN-sequence.

6. The method of claim 1, further comprising the steps of:
delivering an audio or data response to the telecommunications device; and
discontinuing the communication.

5 7. The method of claim 1, wherein:
the input sequence comprises a directory number associated with an Internet
site; and
responding to the data message by initiating an Internet session between the
telecommunications device and the Internet site.

10 8. The method of claim 7, further comprising the step of forwarding the
communication to a platform operated by an Internet service provider.

15 9. The method of claim 1, further comprising the steps of:
receiving location data associated with the telecommunications device; and
customizing an action taken in response to the data message based on the
location data.

20 10. The method of claim 1, further comprising the steps of:
looking up customer profile data corresponding to the identification code
associated with the telecommunications device; and
wherein the pre-defined data address comprises a user-defined portion of the
customer profile data.

25 11. The method of claim 1, further comprising the steps of:
detecting that the telecommunications device does not correspond to a
subscriber of the telecommunications initiated data fulfillment service; and
automatically linking the telecommunications device to a platform configured to
register the user of the telecommunications device as a subscriber of the
30 telecommunications initiated data fulfillment service.

35 12. The method of claim 1, wherein:
the pre-defined data address is retrieved from a home location register
associated with a mobile telephone; and
the data message is delivered to the data address through a signaling system
message.

13. The method of claim 1, wherein:

the identification code associated with the telecommunication device is extracted from a call detail record created by a telecommunications switch receiving the communication; and

5 the pre-defined data address is retrieved from a proprietary database maintained by a provider of the telecommunications initiated data fulfillment service.

14. The method of claim 1, further comprising the step of responding to the data message by transmitting a control signal to operate a remote device.

15. The method of claim 1, wherein the input sequence comprises a displayed item code associated with a product or service offered for sale, further comprising the steps of responding to the data message by:

15 looking up an e-mail address associated with the telecommunications device; and

responding to the data message by transmitting an electronic message including promotional information concerning the product or service offered for sale to the address associated with the telecommunications device.

20 16. The method of claim 1, wherein:

a telecommunications switch receives the communication from the telecommunications device;

the telecommunications switch creates the data message;

25 the data message includes the input sequence and a directory number associated with the telecommunications device;

the telecommunications switch transmits the data message to a data fulfillment platform; and

the data fulfillment platform responds to the data message.

30 17. The method of claim 16, wherein the data message comprises information derived from a call detail record.

18. The method of claim 16, wherein the data message comprises information derived from an in-process call detail record.

35 19. The method of claim 16, wherein the telecommunications switch transmits as a signaling system message.

20. A system configured to perform the method of claim 1.

21. A method for implementing a telecommunications initiated data fulfillment service comprising the steps of:

entering an input sequence including a multi-function key sequence using a telecommunications device;

5 receiving a communication comprising the input sequence at a telecommunications switch, and at the switch:

recognizing the multi-function key sequence as a trigger code,

holding the communication,

looking up an instruction set identified by the input sequence,

10 delivering an audio or data message to the telecommunications device,

discontinuing the communication,

identifying an identification code associated with the telecommunications device,

15 assembling a data message comprising the input sequence and the identification code, and

transmitting the data message; and

receiving the data message at a data fulfillment center, and at the data fulfillment center:

20 looking up a pre-defined data address associated with the input sequence, the identification code, or a combination of the input sequence and the identification code,

identifying a response action associated with the input sequence, the identification code, or a combination of the input sequence and the identification code, and

25 implementing the response action.

22. The method of claim 21, wherein the message is a call detail record, further comprising the steps of:

30 transmitting the call detail record from the switch to a mediation device;

extracting the call detail record from the mediation device; and

delivering the call detail record to the data fulfillment center.

23. The method of claim 21, wherein the data message comprises information derived from an in-process call detail record, further comprising the steps of:

35 creating the in-process call detail record at the switch;

extracting information from the call detail record from the switch; and

delivering the information extracted from the call detail record to the data fulfillment center.

24. The method of claim 21, wherein:
the input sequence comprises a directory number associated with an Internet
site; and

the response action comprises initiating an Internet session between the
5 telecommunications device and the Internet site.

25. The method of claim 21, wherein:
the input sequence comprises a displayed item code associated with a product
or service offered for sale; and

10 the response action comprises transmitting an electronic mail message
including promotional information concerning the product or service offered for sale.

26. The method of claim 21, further comprising the steps of:
using the identification code to identify an account associated with the
15 telecommunications device; and

charging a cost associated with the data message to the account associated
with the telecommunications device.

27. The method of claim 21, further comprising the steps of:
20 receiving location data associated with the telecommunications device; and
customizing the response action in response to the data message based on
the location data.

28. The method of claim 21, further comprising the steps of:
25 looking up customer profile data corresponding to the identification code
associated with the telecommunications device; and

wherein the pre-defined data address comprises a user-defined portion of the
customer profile data.

29. The method of claim 21, further comprising the steps of:
30 detecting that the telecommunications device does not correspond to a
subscriber of the telecommunications initiated data fulfillment service; and

35 automatically linking the telecommunications device to a platform configured to
register the user of the telecommunications device as a subscriber of the
telecommunications initiated data fulfillment service.

30. The method of claim 29, wherein the response action comprises the
step of transmitting a control signal to operate a remote device.

40 31. A system configured to perform the method of claim 21.